

CATEGORY MANAGEMENT

Introduction Course



An introductory Category Management course aimed at stakeholders or individuals who are coming into contact with Category Management programs. This course is an ideal supplement to a wider, more advanced Category Management education program and can help to ensure that everyone who needs to be involved has sufficient understanding to participate.

This course will help you develop winning category strategies by ensuring that those across the business who need to be involved understand, support and actively participate in the Category Management process.

The course provides an introduction to 5i[®] Category Management and includes an exploration of the principles of the process and what makes it so successful. The role of purchasing within organizations is also explored to help delegates understand the value that is possible and what is needed to unlock it. The course also provides an introductory level taster for some of the key tools in Category Management to illustrate buyer/seller dynamics, as well as how to implement Sustainable Procurement using Category Management.

This course is suitable for:

- Junior or developing buyers
- Stakeholders who are to support or be part of category teams

You may also be interested in:

- **Procleus[®]** – The complete online strategic procurement academy, toolkit and resource centre for purchasing professionals. Our Procleus platform enables global procurement teams to deliver remarkable benefits and unlock significant potential from the supply base. Featuring a digital learning library, competency assessment and managed learning programs alongside a suite of processes, tools and templates for procurement and negotiation.
- **Capella** - This world-leading tool will guide you towards creating powerful category strategies that will deliver game-changing value from the supply base for your organization. Also available with Procleus, Capella is intelligent, online, and helps secure supply into the future, deliver cost savings/mitigate price rises, reduce supply-side risk and drive in sustainability in your supply base.
- **Category Management in Purchasing** by Jonathan O'Brien – A best-selling book in its class that has helped tens of thousands of practitioners around the world to understand and apply Category Management. We can provide copies of this book at a discounted rate to delegates to support the training. The author is also available to lead some courses.
- **Category Determination, Segmentation, Opportunity Analysis and Governance** – Tailored workshops to help you successfully implement category management and realize game changing benefits in your organization. We will work with your senior team to help identify, segment and prioritize the categories you will work on. We can also help you establish the governance necessary to make category management a highly successful contributor to business success. This includes helping you to structure your team, program planning, capability development, benefits tracking and reporting, and internal communications.

We charge per program or event based on a maximum of 20 delegates for classroom events or 30 for our online programs (depending upon the degree of live online facilitation for breakout rooms selected). Our fees include trainers, any travel time (within the EU or US), preparation, basic customization and standard course hand-outs (provided in-person or mailed out to delegates for online programs) but exclude venue and facilities hire, reasonable expenses for classroom events and VAT/sales tax where applicable. Certain locations are subject to fees for additional travel time (although our global network of staff means we have most major locations covered). Unless otherwise agreed, all intellectual property used in training or in hand-outs remains the property of Positive Purchasing Ltd and is provided on the basis that it is for use by the delegate who attends the training event in the course of their work for the company who engages us. Unless otherwise agreed, no electronic versions of the training materials will be provided. Making copies of, transmitting or distribution of any Positive Purchasing training materials is strictly forbidden unless we have provided a license to do so. For classroom events, the client is responsible for the provision of the training venue, delegate invitations, logistics and any equipment (as per our specification available upon request). We will supply a summary of course evaluations and feedback post event. Our payment terms are strictly 30 days from receipt of invoice.

Course Content

Introduction to Category Management

- Introduction to Category Management
- The principles of Category Management
- The Category Management process
- The STP (Situation, Target, Proposal) tool
- How suppliers gain advantage - Day One Analysis
- Cross-functional team approach

Determining our requirements and future direction

- Determining business requirements
- Getting behind price
- How suppliers gain power over buyers
- Some early-insights analytical tools
- Defining a sourcing strategy
- Understand the marketplace (including PESTLE and Porter's 5 Forces)

Learning Objectives

By the end of this course delegates will be able to:

- Describe what Category Management is and how it adds value
- Describe the core process and principles of Category Management
- Describe how Category Management is used within the organization
- Apply the tools and techniques to real categories
- Describe how to assess, and potentially change, the balance of power within a buyer/seller relationship
- Deploy the Category Management Process within the business
- Gain insights into specific categories by working the tools

What You Will Get

This training is delivered by a highly experienced procurement expert and can be delivered either live online as a series of workshops or as a 1-day classroom event, exclusively for your company at almost any location worldwide.

Different language options are available, and a summary of course evaluations and feedback will be provided after the training.

Delegates will receive:

- Full colour 5i training workbook
- Laminated 5i Category Management process
- Copies of all case studies and group work exercises
- A certificate for all delegates who complete the course